

Proper Use of the ENERGY STAR® Name and Logo: A Quick Guide



When preparing ENERGY STAR® Office Equipment materials, please remember the following:

- ✓ Use the international version of the ENERGY STAR logo
- ✓ Include the disclaimer statement¹ where normal explanatory information is found (see table below)
- ✓ Display the ENERGY STAR name in all capital letters or small capital letters
- ✓ Insert ® after ENERGY STAR *each time* it appears in a document, ad, poster, etc. (i.e., ENERGY STAR®) — *OR* — include the registered mark statement²

| ENERGY STAR INTERNATIONAL LOGO and NAME | DISCLAIMER STATEMENT |
|---|---|
| <i>Individual Products:</i> The ENERGY STAR logo may be displayed on office products that meet the ENERGY STAR guidelines. | The disclaimer statement must be included in the user's manual or on the nameplate. |
| <i>Product Packaging:</i> The logo and/or name may be included on product packaging. | The disclaimer statement must be included on the product packaging, in the user's manual, or in other collateral sales and marketing materials. |
| <i>Print Advertisements with One Product Displayed:</i> The logo and/or name may be placed anywhere on the page, if the product is compliant. | The statement may be placed at the bottom of the page with other standard trademark and registration information. |
| <i>Print Advertisements with Two or More Products Displayed:</i> The logo and/or name may only appear on or next to those products that are compliant. | The statement may be placed at the bottom of the page with other standard trademark and registration information. |
| <i>Print Advertisements for a Product Line:</i> If the logo and/or name are used in a general advertisement for a product line where only certain models are compliant, Partner must include language that identifies the compliant models. | The statement may be placed at the bottom of the page with other standard trademark and registration information. |
| <i>Brochures, Manuals, etc.:</i> The logo and/or name may be displayed when describing the ENERGY STAR Office Equipment Program. The logo must be placed immediately adjacent to the text or article that discusses the program. | The disclaimer statement must appear with the first use of the logo and/or in the front section with the recognition of other trademarks. |

To request the complete logo use guidelines for the ENERGY STAR Office Equipment Program,

¹As an ENERGY STAR® Partner, (*your company name*) has determined that this product meets the ENERGY STAR® guidelines for energy efficiency.

²ENERGY STAR is a U.S. registered mark.

please call the ENERGY STAR Hotline at 1-888-STAR-YES (1-888-782-7937) or 202 775-6650.